



July 28, 1993

G.B. BROWN  
Division Sales Manager

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TO: All Coupon Specialists

RE: Permanent Counter Display Guidelines

Ladies and Gentlemen:

Attached are your permanent counter displays for the Third Quarter.

Please ensure that these guidelines are followed in all of your calls.

If you have any questions, please contact me.

Sincerely,

A handwritten signature in cursive ink that appears to read "Juan".

J. C. Del Valle

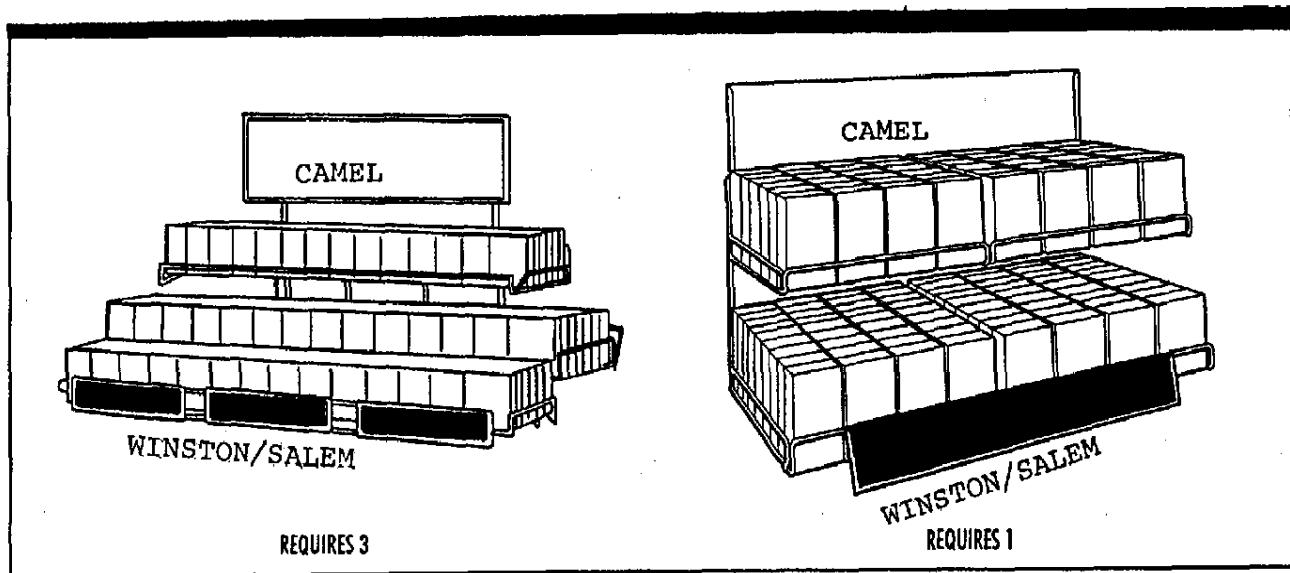
JCD:ms  
Enclosure

M-4

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"We work for smokers."

PCD LOADS FOR 3RD QUARTER



2

THREE LEVEL PCD

TOP LEVEL: CAMEL SP. LT. BOX  
CAMEL SP. LT. BOX 100

SECOND LEVEL: WINSTON KING  
WINSTON LT. KING

THIRD LEVEL: SALEM GOLD  
SALEM KING

TWO LEVEL PCD

TOP LEVEL: CAMEL SP. LT. BOX  
CAMEL SP. LT. BOX 100

SECOND LEVEL: WINSTON KING  
WINSTON LT. KING  
SALEM GOLD  
SALEM KING

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